

**UNIVERSITY OF
LEADING
THE WAY
WESTMINSTER** 
PROGRAMME SPECIFICATION

Course record information

Name and level of final award:	BA Honours Global Business BA Honours Global Business with Accounting The BA Global Business is a BA degree that is Bologna FQ-EHEA first cycle degree or diploma compatible.
Name and level of intermediate awards:	BA Global Business BA Global Business with Accounting Diploma of Higher Education in Global Business
Awarding body/institution:	University of Westminster
Teaching Institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	London
Language of delivery and assessment:	English
Mode, length of study and normal starting month:	One or two years full time. September start.
<u>QAA subject benchmarking group(s):</u>	QAA benchmarks in General Business Management (2015) qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements/honours-degree-subjects
Professional statutory or regulatory body:	
Date of course validation/review:	March 2015
Date of programme specification approval:	July 2015
Valid for cohorts :	2016/17 Level 5 2017/18 Levels 5 and 6
Course Leader	Jenni Nowlan
UCAS code and URL:	westminster.ac.uk/courses/undergraduate

What are the minimum entry requirements for the course?

There are standard minimum [entry requirements](#) for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information.

westminster.ac.uk/courses/undergraduate/how-to-apply

For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements.

More information can be found here: westminster.ac.uk/courses/undergraduate/how-to-apply

Aims of the course

The Global Business courses seek to provide an academic experience with a strong emphasis on development of the business knowledge, skills and capabilities required for graduates to function effectively in a global business environment. The course aims to develop an enquiring, critical and reflective approach to ideas and issues, enabling successful graduates to contribute proactively to: the world of business; to the main business-related professions; to self-employment; and to the wider society within which businesses operate.

The Course aims to:

- develop the knowledge, skills and capabilities you require to respond proactively and creatively to contemporary business issues and the challenges of the global business environment;
- equip you with the knowledge, understanding and academic skills to continue to post-graduate study;
- help you to develop a range of intellectual, professional attributes and transferable skills that will enable you to gain employment within international business organisations, and educational, cultural and research institutions within your home country;
- equip you with a critical understanding of global diversity in business practice, culture, social responsibility and ethics.

What will you be expected to achieve?

Learning outcomes are statements on what successful students have achieved as the result of learning. These are threshold statements of achievement; the learning outcomes broadly fall into four categories:

- The overall **knowledge and understanding** of how businesses operate that you will gain from your course (KU).
- **Professional and personal practice learning outcomes** are specific skills that you will be expected to have gained on successful completion of the course (PPP)
- **Key transferable skills** that you will be expected to have gained on successful completion of the course. (KTS)
- **Graduate attributes** are characteristics that you will have developed during the duration of your course (GA).

BA Global Business and BA Global Business with Accounting

Level 5 Course Outcomes

Upon completion of level 5 you will be able to:

- L5.1** Understand and justify how organisations secure and deploy operational resources both in the traditional and digital environment according to their capability and capacity (KU)
- L5.2** Analyse and evaluate the impact on organisations of the key global economic and financial issues facing the world today (KU)
- L5.3** Use a range of established techniques to initiate and undertake critical analysis of information and assess its validity (PPP)
- L5.4** Adopt multiple perspectives to identify key elements of real-life problems and select appropriate methods/tools for their resolution (PPP)
- L5.5** Communicate effectively in an appropriate medium and style with regard to audience and desired emotional effect (KTS)
- L5.6** Select, evaluate and apply major theories, concepts, tools and techniques in a practical context (KTS)
- L5.7** Show self-awareness, openness and sensitivity to diversity in terms of people, cultures, business and management (GA)
- L5.8** Evaluate the impact of business on the international social environment in relation to general ethical and cultural perspectives (GA)

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- L5.9** Evaluate the impact of financial reporting on the wider social and ethical environment (GA)

BA Global Business and BA Global Business with Accounting

Level 6 Course Outcomes

Upon completion of level 6 you will be able to:

- L6.1** Work collaboratively to apply a cross-cultural perspective on the operational and strategic position of organisations and critically examine policies and strategies that managers may adopt to help organisations adapt in increasingly complex internal and external environments in a global context (KU)
- L6.2** Critically evaluate global organisational cultures and the management of the capabilities and knowledge incorporated in an organisation's human resources (KU)
- L6.3** Solve problems with sensitivity to cultural differences and with a tolerance for ambiguity and in conditions of limited knowledge or uncertainty (PPP)
- L6.4** Carry out an independent literature review on a topic related to global business applying relevant information and internet based technologies (PPP)
- L6.5** Work effectively as a member of an international team: negotiating in a professional manner, managing conflict using communication and cultural understanding to influence and convince others (KTS)
- L6.6** Challenge received opinion, reflect on outcomes, processes, the experience of others and own personal experience to improve performance (KTS)
- L6.7** Understand the importance of and apply: personal, corporate and professional responsibility in a global arena (GA)

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- L6.8** Explain and critically evaluate various key theories and techniques of finance and be able to use the appropriate theories and methods of treasury management in planning, control and decision making (KU)

How will you learn?

The BA Global Business emphasises *active* student learning through seminars, workshops, problem-based and blended learning designed to engage your interest and to promote your learning. For each module, you will receive a schedule of learning activities: you need to engage with and complete all of these in order to learn from your experience of the module. Employability and enterprise are strongly embedded in the modules through the use of practical activities.

You are encouraged to work in groups with other students (we often call these 'learning sets') during seminars and for any non-assessed purpose, including revision and examination preparation. This gives you the opportunity to learn from one another and helps you to value the views of others and to learn to give and receive constructive feedback.

Course material will be provided electronically through the virtual learning environment platform (Blackboard) which means you can access learning material when and where you want. Blackboard also allows you to communicate with your group members and your module leader through wikis and blogs.

We use a blended learning approach which combines the best of traditional face to face teaching methods such as seminars with the use of on-line resources such as videos, tests and quizzes to improve your learning experience. Blended-learning is used by leading universities world-wide as it enables you to:

- have a degree of flexibility regarding when and where you study
- become an independent learner
- clarify confusing topics by reviewing videos of topics (as many times as required)
- revise using multi-media resources and not just your own notes

The final year module BCAR600 Global Strategic Management helps you to integrate and apply your knowledge from all areas of your degree through an online business simulation. This 'synoptic assessment' allows you to demonstrate that you understand the bigger picture, by drawing connections between what you have learned on different modules.

The final year allows you to complete an extended piece of independent research to produce a literature review on an international topic. This independent research provides a valuable foundation for both employment and postgraduate study in terms of showcasing your development of self-motivation, the ability to prioritise time and resources in order to meet deadlines, to deal with pressure effectively, to apply your own informed perspective, and to prepare a cogent analysis based on clearly articulated evidence.

Teaching is informed by our research so giving you the benefit of the knowledge of current theories and, where appropriate, their practical application.

How will you be assessed?

Assessment is an integral part of your learning process. It is designed to promote initiative and creativity, critical thinking, structure of coherent arguments, evaluation, research and analysis, professional communication skills, effective group work, personal reflection, time-management, the ability to meet deadlines, and ability to work under pressure. It is not merely about giving and receiving a mark, but also (and more importantly) to ensure that your competences and abilities in business are enhanced.

Modules incorporate 'formative assessment' that you are expected to complete as it provides you with useful feedback so you can reflect on your progress and act on the feedback to prepare for the assessments that count. Formative assessments are important to you as they help you to identify ways in which you can improve and areas of strength to be developed further.

Summative assessment measures your individual learning and achievement. You can expect to be assessed on the learning outcomes of your course in core modules for example through coursework in the form of essays, reports, presentations, case studies, as well as time-constrained in-class tests and exams. Weightings for each assessment element vary to reflect the nature and level of the module.

Exams develop your ability to work under pressure and are an advantage to you in preparation for subsequent professional body or post-graduate examinations so you will be expected to complete them. Papers may include multiple choice, short answer, essay or data handling sections. Some exams may use a pre-seen case study.

Our employers tell us that the ability to work effectively as part of a team is an essential skill which they expect graduates to have. In relation to your degree, assessed group work is useful to you as it:

- helps you to become more self-aware, self-critical and self-analytical
- improves the quality of your work by benefiting from the integration of diverse perspectives
- allows you to tackle tasks of greater complexity or carry out a task in greater depth or breadth than would be the case if you had tackled it on your own

Consequently, assessed group work has been incorporated where it reflects the working practice in that professional area. However, there will be group assessment at level 6 only in the business simulation of the module BCAR600 Global Strategic Management.

In each year of your Course, you will complete 'synoptic' assessments which will encourage you to appreciate and apply the full breadth and depth of your knowledge by drawing connections between what you have learnt on different modules. At Level 5, in BAGB502 Managing and Leading People in a Global Context, you will draw together, and reflect on, your learning and skill development on the course and in your life experience. At Level 6, in BCAR600 Global Strategic Management, you will integrate and apply your accumulated knowledge from all areas of your degree through a business simulation.

Module documents explain the assessment criteria that are used to assess how well you have achieved the module learning outcomes. This means that you will know, in advance, what is required for success. The feedback you receive on your assessments relates to these criteria so that you are able to understand how the mark awarded was determined.

Employment and further study opportunities

University of Westminster graduates are able to demonstrate the following five Graduate Attributes:

- Critical and creative thinkers
- Literate and effective communicator
- Entrepreneurial and forward looking
- Global in outlook and engaged in diverse communities
- Social, ethically and environmentally aware

These Graduate Attributes are designed to help you enhance your employability when you leave with a degree in Global Business. They are aligned to the Course Outcomes as follows:

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	L5.1, L5.3, L5.6, Accounting only: L5.9 L6.1, L6.2, L6.4, Accounting only: L6.8
Literate and effective communicator	L5.5, L5.7 L6.4, L6.5, L6.6, L6.7
Entrepreneurial	L5.1, L5.4, L5.6 L6.1, L6.3, L6.6
Global in outlook and engaged in communities	L5.2, L5.7, L5.8 L6.1, 6.2, L6.4
Socially, ethically and environmentally aware	L5.8 L6.1, L6.7

University of Westminster courses capitalise on the benefits that London as a global city and as a major cosmopolitan creative, intellectual and technology hub has to offer for the learning environment and experience of our students.

Businesses and employers of our graduates expect you to have skills of critical thinking, analysis and synthesis; effective communication using varied technology and media; quantitative aptitude and effective problem solving; reflective, adaptive and collaborative learning; motivation, initiative, to support leadership, and to be proactive in leadership

Employability is a priority within Higher Education and the Westminster Business School (WBS) is committed to developing employable graduates and the curriculum of these courses has been designed to enhance employability.

The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work and work-related learning activities are widely available to you
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision.

As a graduate of this degree, you will be attractive to two distinct groups of potential employers. You will be attractive to employers based in your home country who wish to gain an employee with expertise in business with the added value of the ability to communicate in English and with knowledge of the UK business environment; and to international companies that wish to gain an employee with the added value of depth of knowledge of the cultural context of the global business environment and the ability to communicate in two languages.

Many of our graduates progress to post-graduate study in specialist fields of business at institutions where tuition is in English.

Course structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 credits per year. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules are described as:

- **Core** modules are ones that must be undertaken by all students on the course.
- **Option** modules are related to your specific course from which you must choose at least one at Level 5 and one at Level 6.
- **WBS UG Programme options** include: the course options and options from other courses (subject to pre-requisite requirements and availability).
- **Westminster electives**: are modules from across the whole University which allow you to broaden your experience.

BA (Hons) Global Business

Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
5BDIN001W	Operations & Digital Business	Core	20	10
5HURM010W	Managing & Leading in a Global Context	Core	20	10
5BUSS001W	Business Decision Making	Core	20	10
	Academic English 1	Core	20	10
Select 1 or 2 from:				
5BUCL003W	Law and the Business	Option	20	10
5ECON005W	Money, Banking & Financial Markets	Option	20	10
5FNCE005W	Corporate Governance	Option	20	10
5MARK008W	Marketing Services	Option	20	10
5BDIN003W	Web-enabled Business	Option	20	10
Max 1 from:	WBS L5 UG Programme option or Westminster L5 elective	Elective	20	10
Award of Diploma of Higher Education available				
Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
6MNST001W	Global Strategic Management	Core	20	10
6ECON009W	Global Economy	Core	20	10
6BUSS003W	Current Themes in Global Business	Core	20	10
6HURM008W	International HR Management	Core	20	10
6INVE002W	International Investments	Core	20	10
Select 1 from:				
6ACCN001W	Global Accounting and Multinational Enterprises	Option	20	10
6ACCN004W	Financial Management and Strategy	Option	20	10
6ECON005W	International Economics	Option	20	10
6FNCE003W	Global Financial Markets and Institutions	Option	20	10
6MARK014W	Global Marketing Management	Option	20	10

6BDIN004W	Social Media for Business	Option	20	10
Award BA available Award BA Honours available.				

Please note: Not all option modules will necessarily be offered in any one academic year.

BA (Hons) Global Business with Accounting

Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
5BDIN001W	Operations & Digital Business	Core	20	10
5HURM010W	Managing & Leading in a Global Context	Core	20	10
5BUSS001W	Business Decision Making	Core	20	10
	Academic English 1	Core	20	10
5FNRE001W	Financial Reporting and Analysis	Core	20	10
Select 1 from:				
5BUCL003W	Law and the Business	Option	20	10
5FNCE005W	Corporate Governance	Option	20	10
Award of Diploma of Higher Education available				
Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
6MNST001W	Global Strategic Management	Core	20	10
6ECON009W	Global Economy	Core	20	10
6BUSS003W	Current Themes in Global Business	Core	20	10
6HURM008W	International HR Management	Core	20	10
6ACCN007W	Accounting Theory and Practice	Core	20	10
6FNMN001W	Financial Management and Strategy	Core	20	10
Award BA available Award BA Honours available.				

Please note: Not all option modules will necessarily be offered in any one academic year.

Professional Body Accreditation or other external references

The skills strategy for the **BA Global Business** course has drawn upon the key national documents: QAA (2001) A Framework for HE Qualifications in England, Wales and Northern Ireland; QAA (2015) Subject benchmarks in General Business Management; and Association to Advance Collegiate Schools of Business (AACSB) standards for Business Accreditation (2013). When embedding good practice in modules, module teams have used the SEEC (2010) Credit Level Descriptors for Further and Higher Education as a reference point. The requirements of relevant professional bodies for recognition and exemptions have influenced the curriculum and assessment of the specialist modules.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations

How are you supported in your studies?

Course Management

The BA (Hons) Global Business has a designated Course Leader whom you will meet during your first week and who is available for consultation during weekly office hours throughout the year or by appointment. You take modules, normally in common with students from your course, which each have a Module Leader who is responsible for the smooth running of that module. Module Leaders are usually available during term-time during their office hours or by appointment. The degree is one of a number offered by Westminster Business School and you will be part of a vibrant academic community with access to a full programme of additional seminars and social events organised by our student societies. At all levels of your university study you will have a Personal and Professional Development Tutor who will help and guide you through the complexities of life at University.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Faculty Registry Office. You will be provided with the Course Handbook, which provides detailed information about the course. Your course has a designated course leader, who provides advice on course academic enquiries. All students enrolled on a full-time course and part-time students registered for more than 60 credits per year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where you access your course materials, and can communicate and collaborate with staff and other students.

Learning Support

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, you have the opportunity to attend Study Skills workshops and one to one appointments.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). You can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. You can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in Westminster Business School. You can also securely connect your own laptops and mobile devices to the University wireless network.

Support Services

The University of Westminster Student Affairs department provides advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students, and the chaplaincy providing multi-faith guidance. The University of Westminster Students' Union also provides a range of facilities to support you during your time at the University.

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel in 2015. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course is also monitored each year by the Faculty to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the outcomes from Course Committees, evidence of student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. Each Faculty puts in to place an action plan. This may for example include making changes on the way a module is taught, or assessed, or even how the course is structured, in order to improve the course, in such cases an approval process is in place.

A Course review takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with review panels to provide feedback on their experiences. Student feedback from previous years e.g. from Course Committees is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through Course Committees students have the opportunity to express their voice in the running of their course. Student representatives are elected to Committee to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the student representatives.
- Each Faculty also has its own Faculty Student Forum with student representatives; this enables wider discussions across the Faculty. Student representatives are also represented on key Faculty and university committees.
- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- The University also has an annual Student Experience Survey which seeks the opinions of students about their course and University experience. Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

Please note: This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

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BA Global Business Assessment map

Level 5 core modules

Module code	Credits	Exam (3 hr)	Exam (2¼ hr)	Exam (1½ hr)	Report, Essay, Portfolio (4,000 words)	Report, Essay, Portfolio (3,000 words)	Report, Essay, Portfolio (2,000 words)	Report, Essay, Portfolio (1,000 words)	Group Report (2,000 words)	In Class Test (1 hr)	Individual Presentation	Group Presentation
5BDIN001W	20			50%			50%					
5HURM010W	20					75%						25%
5BUSS001W	20		75%						25%			

Level 6 core modules

Module code	Credits	Exam (3 hr)	Exam (2¼ hr)	Exam (1½ hr)	Report, Essay, Portfolio (4,000 words)	Report, Essay, Portfolio (3,000 words)	Report, Essay, Portfolio (2,000 words)	Report, Essay, Portfolio (1,000 words)	In Class Test (1 hr)	Individual Presentation	Dissertation (4,000 words)
6MNST001W	20						50%	25% + 25%			
6ECON009W	20					75%			25%		
6BUSS003W	20										100%
6HURM008W	20			50%				25%		25%	
6INVE002W	20		75%					25%			

Overall summary

Please identify below the percentage of the following categories of assessment as a proportion of the core modules.

A. Exams	31%
B. Written coursework	47%
C. In Class Tests	3%
D. Presentations	6%
E. Portfolio/project/dissertation	13%

A+B+C+D +E should equal 100%

BA Global Business with Accounting Assessment Map

Level 5 core modules

Module code	Credits	Exam (3 hr)	Exam (2¼ hr)	Exam (1½ hr)	Report, Essay, Portfolio (4,000 words)	Report, Essay, Portfolio (3,000 words)	Report, Essay, Portfolio (2,000 words)	Report, Essay, Portfolio (1,000 words)	Group Report (2,000 words)	In Class Test (1 hr)	Individual Presentation	Group Presentation
5BDIN001W	20			50%			50%					
5HURM010W	20					75%						25%
5BUSS001W	20		75%						25%			
5FNRE001W	20		75%						25%			

Level 6 core modules

Module code	Credits	Exam (3 hr)	Exam (2¼ hr)	Exam (1½ hr)	Report, Essay, Portfolio (4,000 words)	Report, Essay, Portfolio (3,000 words)	Report, Essay, Portfolio (2,000 words)	Report, Essay, Portfolio (1,000 words)	In Class Test (1 hr)	Individual Presentation	Dissertation (4,000 words)
6MNST001W	20						50%	25% + 25%			
6ECON009W	20					75%			25%		
6BUSS003W	20										100%
6HURM008W	20			50%				25%		25%	
6ACCN007W	20		75%					25%			
6FNMN001W	20		75%						25%		

Overall summary

Please identify below the percentage of the following categories of assessment as a proportion of the core modules.

A. Exams 40%

B. Written coursework	40%
C. In Class Tests	5%
D. Presentations	5%
E. Portfolio/project/dissertation	10%

A+B+C+D +E should equal 100%